

Maria Rebeca Zuñiga Lee | Digital Strategist & Multimedia Producer

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Experienced leader of digital strategies, creative and interdisciplinary teams and projects; pioneered creative and digital initiatives for university and scholarly organizations. Conceptualize, develop and execute digital campaigns including social media, email marketing, and video production.

Professional Experience:

Multimedia & Digital Communications Consultant - October 2018 - Present

Consulting on digital communications services in video production, content production for social media, and content strategy.

Director of Digital Communications Department - *Independent Institute*, Oakland, CA January 2017 - October 2018

Launched and led department as director of digital strategy team. Led all digital strategy for the organization, including social media strategy, multimedia operating plan, the design and launch of a sub-brand, and the production of the second season of an award-winning online video series.

- Led the development and launch of [Catalyst](#) sub-brand aimed at young professionals. Researched and defined target audience, designed communication strategy and content strategy, including marketing personas, customer journey, social media strategy; coordinated with vendors, department staff, managed \$800k budget, and executed the plan to completion.
- Designed the operating plan and strategy of Digital Communications Department
- Coordinated the production of the second season of [Love Gov: A Crisis Not to Waste](#), including working with outside film company and Independent staff in the ideation, script, character bible development, supervision of the production and postproduction. Design and executed ad campaign strategy on Youtube and Facebook to obtain 3 million combined views.
- Managed the promotion of [Love Gov: From First Date to Mandate](#), worked with outside digital ad agency in two Youtube campaigns obtaining 7.3 million combined views. Coordinated the translation of the episodes into five languages. Submitted the webseries and a short-film version in film festivals, obtaining 10 awards and 8 official selections. Led dramatic improvement in social media presence, designing strategy including a deep analysis of the audience: 42% increase in Twitter followers, 10% increase in Facebook followers, 15% growth in Instagram audience.

Director of Multimedia - *Independent Institute*, Oakland, CA

January 2016 - January 2017

Responsible for the promotion of the award-winning online video series on Youtube. Video production and postproduction of lectures, book promos, testimonials, etc.

Multimedia Specialist - *Independent Institute*, Oakland, CA

September 2015 - January 2016

Designed the multimedia operational plan for *Independent*. Video production and Youtube analytics reports.

Director of the New Media Department - *Universidad Francisco Marroquin*,

Guatemala City, Guatemala - January 2003 to March 2015

Led media team at *UFM*, designed and implemented video production workflow, brought best practices for video and rich-media content to *UFM*, online courses, and designed marketing strategies to promote video repository.

- Positioned the New Media website as the most visited among the +100 *UFM* university sites, and as of 2015 it was the first and the largest collection (over 3,000) of academic video online in Latin America.
- Coordinated curriculum development for workshop programs in web design, graphic design, video production offered on-site, and video-based online courses offered to students at *UFM*.
- Organized and curated four [TEDxUFM](#) events (2011–2015), including the first university TEDx event in Guatemala. Produced 33 videos. One of our TEDxTalks was featured at TED Español.
- Led an interdisciplinary team (16) of video producers, editors, graphic designers, content analysts, students, and volunteers.
- Led the creation of animated educational videos, one of them the only Spanish-language video on TED-Ed platform: [Como nace una estrella](#) (How A Star is Born).
- Partnered with University of Texas at Austin on Mike Wallace video interview series, leading content analysis and rich media development.

Teaching experience

2003–2008 NEW MEDIA *UFM* workshops

Instructor of video production, video editing and graphic design courses.

Skills

- Fluid Facilitation for Design Thinking brainstorming sessions
- Design and implementation of online initiatives including websites, multimedia projects,

and social media.

- Digital Marketing Strategy Campaigns Design
- Visual practitioner & Graphic Recorder www.rebezuniga.com

Technology:

Adobe Creative Cloud including Adobe Premiere, Photoshop, and Illustrator; Google Docs, MS Office, social media platforms and content manager, including Hootsuite, Buffer, Tweetdeck, Google Analytics; SEO; Web Server Administration; HTML, Wiki code, Content Management Systems (CMS); public relations-focused tools such as Cision, project management platforms including Asana and TeamWork. Translations and subtitles platforms like amara.org. Video and DSLR camera, audio recording and live switching direction.

Education

2011 - Outliers School

Educational Hispanoamerican project based on Design Thinking to solve problems through technology <http://www.outliersschool.net/outliers2012/>

2010 - OEI - Virtual Educa

Postgraduate studies in online learning environments production

2009 - Universidad de San Carlos de Guatemala

B.S. in Social Communications